

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Greer, Margolis, & Mitchell #1
1010 Wisconsin Ave.
Suite 800
Washington, DC 20007

Contract / Revision 810024 /		Alt Order # 06283766
Product OBAMA SKED C		
Contract Dates 08/18/12 - 09/03/12	Estimate # 1617	
Advertiser Obama for America 2012		Original Date / Revision 08/16/12 / 08/28/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive Teresa Difuria	Sales Office Telerep-Philade
Special Handling		
Demographic Adults 35+		
IDB# 95	Advertiser Code 101	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 1	WOIO	08/31/12	08/31/12	Fri Hour 3	10-11p		:30			NM	1	\$3,200.00
		<u>Start Date</u> Week: 08/27/12	<u>End Date</u> 09/02/12	<u>Weekdays</u> -----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$3,200.00			
N 2	WOIO	08/20/12	08/31/12	Let's Make A Deal	10-11a		:30			NM	9	\$4,500.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MTWTF--				<u>Spots/Week</u> 4	<u>Rate</u> \$500.00			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$500.00			
N 3	WOIO	08/20/12	08/31/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MTWTF--				<u>Spots/Week</u> 2	<u>Rate</u> \$1,000.00			
		Week: 08/27/12	09/02/12	MTWTF--				2	\$1,000.00			
N 4	WOIO	08/20/12	08/31/12	Price is Right	11a-12p		:30			NM	9	\$4,725.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MTWTF--				<u>Spots/Week</u> 5	<u>Rate</u> \$525.00			
		Week: 08/27/12	09/02/12	MTWTF--				4	\$525.00			
N 5	WOIO	08/20/12	08/31/12	CBS Soaps	1230-2p		:30			NM	10	\$6,000.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MTWTF--				<u>Spots/Week</u> 5	<u>Rate</u> \$600.00			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$600.00			
N 6	WOIO	08/20/12	08/31/12	Action News at Noon	12-1230p		:30			NM	10	\$4,750.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MTWTF--				<u>Spots/Week</u> 5	<u>Rate</u> \$475.00			
		Week: 08/27/12	09/02/12	MTWTF--				5	\$475.00			
N 7	WOIO	08/20/12	08/31/12	The Talk	2-3p		:30			NM	2	\$900.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MTWTF--				<u>Spots/Week</u> 1	<u>Rate</u> \$450.00			
		Week: 08/27/12	09/02/12	MTWTF--				1	\$450.00			
N 8	WOIO	08/20/12	08/31/12	Anderson	3-4p		:30			NM	8	\$2,000.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MTWTF--				<u>Spots/Week</u> 4	<u>Rate</u> \$250.00			
		Week: 08/27/12	09/02/12	MTWTF--				4	\$250.00			
N 9	WOIO	08/20/12	08/31/12	Action News at 4p	4-5p		:30			NM	6	\$3,900.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision	Alt Order #	
810024 /	06283766	
Contract Dates	Product	Estimate #
08/18/12 - 09/03/12	OBAMA SKED C	1617
Advertiser		
Obama for America 2012		
Original Date / Revision		
08/16/12 / 08/28/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:		08/20/12	08/26/12	MTWTF--				3	\$650.00		
Week:		08/27/12	09/02/12	MTWTF--				3	\$650.00		
N 10	WOIO	08/20/12	08/31/12	Action News at 5a	5-6a		:30			NM	6 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MTWTF--				3	\$125.00		
Week:		08/27/12	09/02/12	MTWTF--				3	\$125.00		
N 11	WOIO	08/20/12	08/31/12	Action News at 5p	5-6p		:30			NM	2 \$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MTWTF--				1	\$700.00		
Week:		08/27/12	09/02/12	MTWTF--				1	\$700.00		
N 12	WOIO	08/20/12	08/31/12	Action News at 6p	6-630p		:30			NM	4 \$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MTWTF--				2	\$700.00		
Week:		08/27/12	09/02/12	MTWTF--				2	\$700.00		
N 13	WOIO	08/20/12	08/31/12	Action News at 6a	6-7a		:30			NM	6 \$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MTWTF--				3	\$175.00		
Week:		08/27/12	09/02/12	MTWTF--				3	\$175.00		
N 14	WOIO	08/20/12	08/31/12	The Insider	7-730p		:30			NM	10 \$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MTWTF--				5	\$500.00		
Week:		08/27/12	09/02/12	MTWTF--				5	\$500.00		
N 15	WOIO	08/20/12	08/31/12	The Early Show	7-9a		:30			NM	6 \$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MTWTF--				3	\$165.00		
Week:		08/27/12	09/02/12	MTWTF--				3	\$165.00		
N 16	WOIO	08/20/12	08/31/12	Inside Edition	730-8p		:30			NM	10 \$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MTWTF--				5	\$500.00		
Week:		08/27/12	09/02/12	MTWTF--				5	\$500.00		
N 17	WOIO	08/20/12	08/20/12	Mon Hour 3	10-11P		:30			NM	1 \$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	1-----				1	\$3,000.00		
N 18	WOIO	08/18/12	08/25/12	11p-1205a	11p-1205a		:30			NM	2 \$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1-				1	\$750.00		
Week:		08/20/12	08/26/12	-----1-				1	\$750.00		
N 19	WOIO	08/18/12	08/25/12	Sat 7-8p	7-8p		:30			NM	2 \$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1-				1	\$425.00		
Week:		08/20/12	08/26/12	-----1-				1	\$425.00		
N 20	WOIO	08/19/12	08/26/12	11p-1205a	11p-1205a		:30			NM	2 \$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1				1	\$775.00		
Week:		08/20/12	08/26/12	-----1				1	\$775.00		
N 21	WOIO	08/19/12	08/26/12	Sun Hour 1	7-8p		:30			NM	2 \$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1				1	\$3,500.00		
Week:		08/20/12	08/26/12	-----1				1	\$3,500.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision 810024 /	Alt Order # 06283766	
Contract Dates 08/18/12 - 09/03/12	Product OBAMA SKED C	Estimate # 1617
Advertiser Obama for America 2012	Original Date / Revision 08/16/12 / 08/28/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Spots	Amount
N 22	WOIO	08/19/12	08/19/12	Sun Hour 2	8-9p		:30			NM	1 \$4,750.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$4,750.00		
N 23	WOIO	08/19/12	08/26/12	CBS Sunday Morning	9-1030a		:30			NM	4 \$1,800.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----2				<u>Spots/Week</u> 2	<u>Rate</u> \$450.00		
N 24	WOIO	08/26/12	08/26/12	Sun Hour 3	9-10p		:30			NM	1 \$3,500.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$3,500.00		
N 25	WOIO	08/21/12	08/28/12	Tue Hour 1	8-9P		:30			NM	2 \$7,000.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> -1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$3,500.00		
N 26	WOIO	08/21/12	08/21/12	Tue Hour 2	9-10P		:30			NM	1 \$3,250.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> -1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$3,250.00		
N 27	WOIO	08/22/12	08/29/12	Wed Hour 1	8-9p		:30			NM	2 \$9,500.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> --1----				<u>Spots/Week</u> 1	<u>Rate</u> \$4,750.00		
D 28	WOIO	08/31/12	08/31/12	Fri Hour 2	9-10p		:30			NM	0 \$0.00
N 29	WOIO	09/01/12	09/01/12	Sat Hour 3	10-11p		:30			NM	1 \$800.00
		<u>Start Date</u> Week: 08/27/12	<u>End Date</u> 09/02/12	<u>Weekdays</u> -----S-				<u>Spots/Week</u> 1	<u>Rate</u> \$800.00		
N 30	WOIO	09/02/12	09/02/12	Sun Action News at 7a	7-9a		:30			NM	2 \$400.00
		<u>Start Date</u> Week: 08/27/12	<u>End Date</u> 09/02/12	<u>Weekdays</u> -----S				<u>Spots/Week</u> 2	<u>Rate</u> \$200.00		
N 31	WOIO	09/03/12	09/03/12	Mon Hour 3	10-11P		:30			NM	1 \$2,000.00
		<u>Start Date</u> Week: 09/03/12	<u>End Date</u> 09/09/12	<u>Weekdays</u> M-----				<u>Spots/Week</u> 1	<u>Rate</u> \$2,000.00		

Totals 127 \$97,865.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	69	\$59,345.00	\$50,443.25
08/27/12 - 09/03/12	58	\$38,520.00	\$32,742.00
Totals	127	\$97,865.00	\$83,185.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.